

# MAKE YOUR IT SERVICES SMARTER

Why you need IT service intelligence

If you're providing IT services to the business, you need a service-centric view of all your machine data and insight into relevant performance indicators. In the past, it might have been a struggle to gain this service-level intelligence due to data sources of variable formats, poorly integrated controllers, issues with scalability and lengthy deployments. A new approach is needed—one that provides IT teams with out-of-the-box visibility into operational health and performance indicators.

## What is Splunk IT Service Intelligence?

Created to make your Splunk software more service-aware, Splunk IT Service Intelligence (ITSI) is a premium solution that runs on your existing Splunk deployment. It reinvents monitoring and analytics with a data-driven approach to provide service-level intelligence. The solution gives you a centralized, connected view of dynamic IT services.

With Splunk ITSI, you can harness the power of machine learning to drive analytics-driven IT operations. Streamline service operations with advanced event analytics, help prioritize incident investigation, and simplify rules and threshold management with real-time correlations, predefined semantics and baselining behavior patterns.

## What are Services?

A service is a way of providing value to customers, both internal and external. This can span a broad range of definitions, including:

- An application or group of applications
- An infrastructure tier
- A business service, such as an online marketplace, that could include multiple infrastructure components (such as web servers, databases and load balancers)

You can define the services that matter the most to your business in Splunk ITSI, including the relationships between services that enable you to quickly understand dependencies and potential performance impact.

## What's an Entity?

Entities are the components that make up your services. An entity could be a server, a switch port, a user or anything else that meets your needs. Services can be bound to specific entities, and will have metrics defined

to help people across your organization easily understand the status of key business services.

## What's a KPI?

Key performance indicators (KPIs) are metrics that are used to evaluate the overall status of a service. KPIs are configured using Splunk searches, so you have the ability to define any KPI that best meets your needs, from CPU load to items sold in the last hour. You can fine-tune the impact of a single KPI on the overall health score of a service. Thresholds for your KPIs can be set manually, or you can train Splunk ITSI to set thresholds automatically using your existing data.

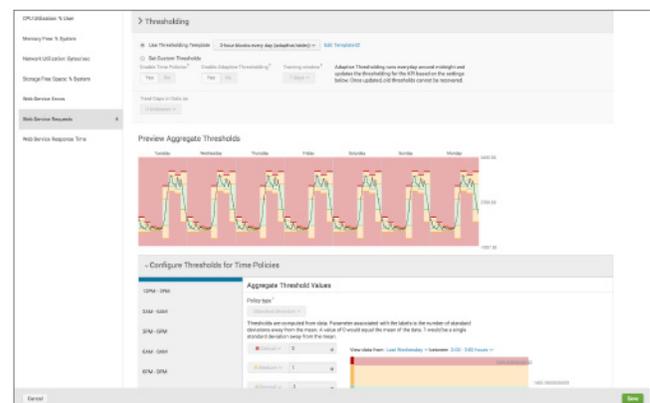


Figure 1: Splunk IT Service Intelligence—a data-driven monitoring and analytics solution.

## Getting Started: Key Questions to Ask

As you start to explore a machine-data-driven approach with Splunk ITSI, there are some key questions you need to ask to make sure you're headed down the right path. These questions will help define the services that matter most to your business and how you track the health of those services. Once you have the answers to these questions, verify that the data you need is in Splunk and you'll be ready to configure Splunk ITSI.

Questions	Example Answers
Which services do you need visibility into?	Web Store, Web Service, DB Service
What are the components that make up those services?	Web servers, database servers, load balancers
What are the components that make up those services?	Web Service depends on the health of DB Service
What are the KPIs that would determine service health?	Response time, revenue generated, CPU load on servers

### Why Splunk IT Service Intelligence?

Splunk ITSI provides cross-silo visibility into the health and key performance indicators of IT services. By integrating data across the enterprise, Splunk ITSI enables you to visually map services and KPIs to discover new insights, baseline normal operations using machine learning and translate operational data into business impact. With Splunk ITSI, you can:

- Get powerful visualizations that provide top/down and in-depth real-time visibility into service health and key performance indicators
- Leverage pre-built correlation searches or create your own to proactively detect emerging problems
- Find anomalies and pinpoint the root causes that impact service levels critical to the business
- Track key metrics with manual and adaptive KPI thresholds
- Monitor individual components of a service with entities and enrich those entities with useful metadata
- Understand events and incidents in your environment in context, so you can prioritize incident investigation and response actions based on business impact
- Accelerate incident investigation and remediation response by integrating incident management applications
- Eliminate the need for costly add-ons, customizations and extensions to enable faster, more accurate insights
- Centrally manage role-based permission assignments and enable fine-grained access to Splunk ITSI dashboards and data, based on user role

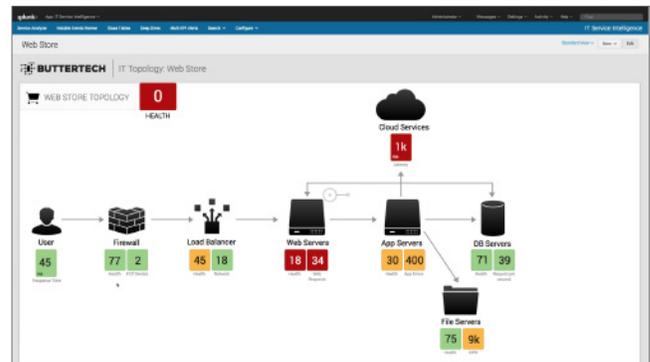
### Service Analyzer

Quickly see a high-level view of the health of your services with Splunk ITSI's out-of-the-box Service Analyzer. Users can customize this homepage to display services and KPIs most relevant to their own needs.



### Glass Tables

Build custom glass tables with a new drag-and-drop interface for a more targeted view of your KPIs and services. Use your existing network diagrams or the included icons to provide context, while the built-in widgets show status.



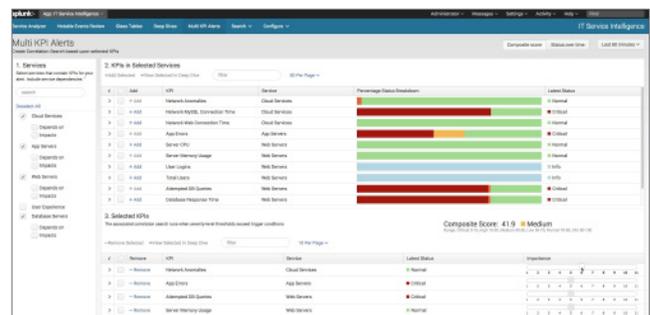
### Deep Dives

Drill down to the root of the problem with deep dives, enabling you to see and compare multiple KPIs, metrics and events over time. Add new lanes to your deep dive with just a few clicks, using data from ad hoc searches or your KPIs. Managing all this information in one place helps you get key insights into trends.



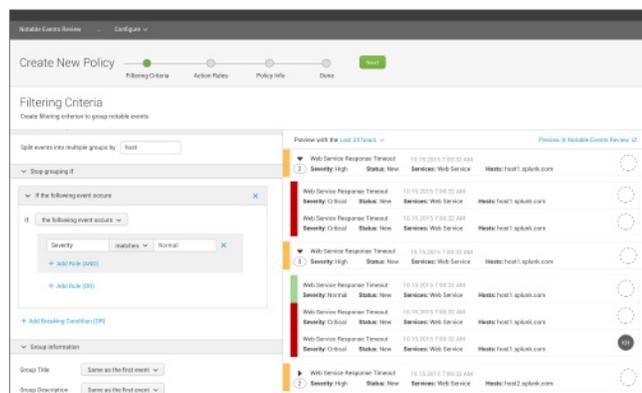
### Multi KPI Alerts

Build alerts or create notable events using a new graphical interface to correlate the status of KPIs across multiple services, so you can be notified quickly on actionable issues, or catch potential issues before they happen.



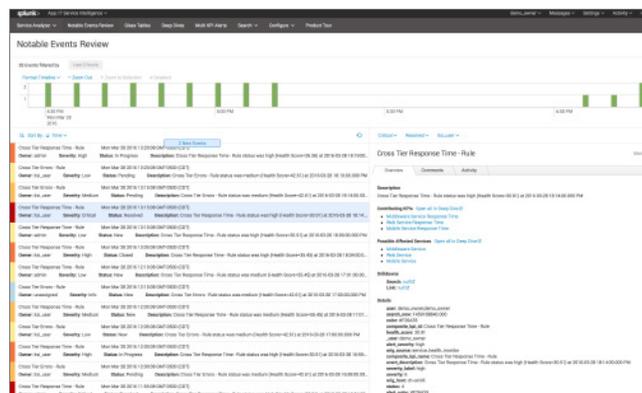
## Event Analytics

Use advanced analytics to reduce event clutter and highlight relevant events with business and service context. Use time-series analysis to baseline normal behavior and detect and alert on anomalous patterns.



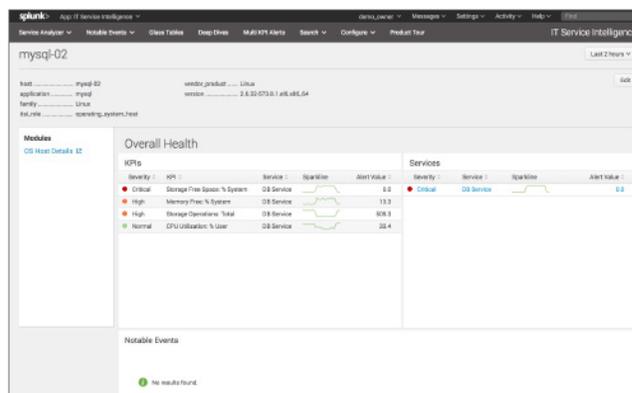
## Notable Events

Make it easier to sift through vast numbers of notable events by filtering, tagging and sorting events based on priority. Triage notable events by criticality and trigger alert notifications or automatically initiate defined remediation responses.



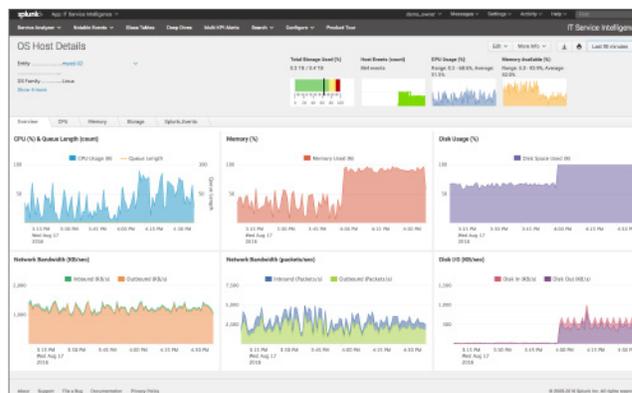
## Entity Details

Logically drill down to profile an entity, so you can triage problems and service degradations.



## Modules

Deliver deep service-oriented insights into technology domains with easy-to-install modules, which offer out-of-the-box configurations and dashboards. Read more about modules in the [Using Modules in Splunk ITSI Tech Brief](#).



## Next Steps

Gain access to a 7-day personal Splunk ITSI sandbox in the cloud, where you can experience the power of Splunk ITSI for free. Learn more at [splunk.com/ITSI](http://splunk.com/ITSI).



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